



GOVERNOR'S ADVISORY COUNCIL ON AGING

**MARKETING AND OUTREACH TASK FORCE (MOTF)
MEETING MINUTES**

**February 16, 2012
9:30 am – 11:30 am**

**Governor's Office on Aging
1st Floor Conference Room
1700 West Washington Street
Phoenix, Arizona 85007**

Council Members & Task Force Participants Present

Roger Forrester (Task Force Co-Chairman), Joel Millman (Task Force Co-Chairman), Christine Bryson-Lazo, Margaret McCormick (telephonic), Doyle Meredith, Shawn Trobia (telephonic), and William Walker.

Council Members Not Participating

None

Council Staff Present

Cathy De Lisa and Kim Jennings

Guests Present & Signing In

Welcome, Introductions, Review & Approval of Minutes

Co-Chair Roger Forrester called the meeting to order at 9:37 am. A welcome and introduction period followed. After a review of the draft minutes from the January 26, *Christine Bryson-Lazo made a motion to approve the minutes; Joel Millman seconded the motion. The motion passed unanimously.*

Tool Kit Update:

Co-Chairman Joel Millman started the discussion highlighting the meeting on January 26, and stating that Kim Jennings, Program & Project Specialist, had started to make the changes to the website from the input committee members had e-mailed. Mr. Millman emphasized that the content is the main focus of the tool kit. Mr. Millman stated that all members should send the information for the tool kit to Ms. Jennings and she will start populating the data into the tool kit on the website with the goals having information to the One Stop Career Center staff by end of March then continual updates and changes after that time. Ms. Jennings reviewed the website with the group and offered a couple of options for the page layout for the tool kit section. The committee members agreed by general consensus that they prefer links to the specific sections. Mr. Millman suggested that the committee review the www.azmatureworkers.com website to provide feedback and the group will discuss in detail at the next Marketing Outreach Task Force meeting.

Develop Marketing Action Plan

Co-Chairman Roger Forrester reiterated that the three major priorities for the Task Force are the tool kit, website, and the certification and recertification. Mr. Forrester stated that the committee has already determined who the target audience would be and that the key areas to reach would be counties and he referred everyone to the handout, *Section of Meeting Minutes from 1.5.12 MOTF Meeting*. A copy of the handout is available for review through the Council on Aging office. William Walker stated, and the group agreed by general consensus, that the effort target the One-Stop staff first as an initial focus. Mr. Forrester discussed creating a one page marketing piece that would encompass all three priorities and could be customized according to the stakeholder. Mr. Forrester requested that Ms. Jennings create a master list of the stakeholders from the January 5, 2012 minutes, add the counties then distribute before the next committee meeting.

During discussions, the group suggested the following means to measure the success and the outcomes for the website and toolkit. :

- Awareness in the community
- Follow-up survey to the One-Stop staff
- Number of hits the website receives
- Number of hits the tool kit pages on the website receives
- Number of speakers are requested
- Number of resources that would be added to the website

Next Steps

Mr. Forrester requested that Ms. Jennings assist him in putting together the framework of the marketing action plan including an overview of what has been accomplished to date, and that Ms. Jennings disseminate the action plan prior to the next meeting. Mr. Forrester requested that Mr. Millman and Ms. Jennings create a data compilation of the information for the tool kit that has been collected.

Announcements

- Shawn Trobia announced that Yavapai College is having a career and job fair on Friday, February 24th from 10:30 am till 2:00 pm at the Yavapai College Gymnasium at the Prescott Campus.
- Mr. Forrester announced that Pima Council on Aging is sponsoring an expo, Aging in Stages, on March 2nd and 3rd.
- Mr. Millman announced the Department of Labor and local organizations are holding a job symposium on job clubs and career ministries, Getting Americans Back to Work, on February 22nd at North Phoenix Baptist Church at 1 pm.

Adjourn

The Committee meeting was adjourned by Co-Chair Roger Forrester at 11:39 am.

Next Meeting:

The Marketing and Outreach Task Force is scheduled to meet on February 29th at 9:30 am. Location to be confirmed and announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca. These meetings are open to the public.